



Attorney Docket No.: 01-110

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:	WILLERS	Examiner:	DURAN
Serial No.:	09/991,512	Art Unit:	3622
Confirmation No:	7394		
Filed:	Nov. 16, 2001		
For:	INTERACTIVELY COMMUNICATING SELECTIVELY TARGETED INFORMATION WITH CONSUMERS OVER THE INTERNET		

**SUPPLEMENTAL COMMUNICATION AND AMENDMENT UNDER 37 CFR §  
1.111(a)**

Assistant Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The present communication is supplemental to the reply sent to the Patent Office via facsimile transmission on Jan. 7, 2005. Applicant has considered the Office Action mailed July 7, 2004 and offers the following amendments and remarks. Accompanying this Amendment is a Petition for Extension of Time of the reply sent via facsimile on Jan. 7, 2005 under 37 CFR § 1.136(a), containing a provision for payment of the appropriate fee, extending the period for response by three months, to and including Jan. 7, 2005.

Please amend the application as follows:

Amendments to the Claims are reflected in the listing of Claims which begins on page 2.

Remarks/Arguments begin on page 10 of this paper.